

QUILL

OF THE WRITING, EDITING, AND PUBLISHING



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Education—for Journalism and for Fun

EDUCATORS and employers have debated the comparative advantages of "liberal education" and "vocational training" ever since college ceased to be the privilege of a few rich men's sons and specially chosen scholars.

Nowhere does the conflict stir more debate than in training for journalism, an occupation which demands both broad background and specialized techniques. As a professional journalism fraternity, Sigma Delta Chi is concerned both with instruction in the techniques and with the basic education that makes for the rounded man best able to practice ethical journalism.

We have fine chapters in universities that demand liberal arts as a prerequisite to journalism and in state colleges where emphasis has understandably been put on technical training in the printing arts and in vocational journalism. Each has produced its share of able young writers and editors.

The question of "cultural" vs. "practical" studies is heightened now by the presence in college of more than a million war veterans. *THE QUILL* has no statistics on their preference but the evidence is that the veteran tends to seek "practical" education. This is natural. The ex-soldier will tell you that he had his "liberal education" on the Rhine or a Pacific beachhead. Now he wants immediate equipment for a job.

As far as journalism is concerned, the veteran may be job wise and career foolish. Mere ability to write a conventional news story or labor out an accurate headline will not carry him far unless he has other preparation and aptitudes. This opinion has been expressed by able editors in recent months.

WRITING in the St. Louis *Post-Dispatch*, Irving Dilliard, former president of Sigma Delta Chi, recently discussed both the general problem and its application to journalism. After quoting Princeton's President Dodds' conclusion that education should seek a balance between studies that will make good citizens and training that will equip breadwinners, Dilliard expressed his opinion that:

"Specialization has gone too far, as many specialists themselves admit. Law schools have been so busy training legal craftsmen that the law as a social instrument has been little impressed on the bar. Colleges of education have offered so much on how to teach that prospective teachers have had little time to learn what to teach. . . . This situation is an urgent concern in pro-

fessional schools generally with the better ones working to achieve a better balance."

Commenting on the ideas that led Joseph Pulitzer, founder of the *Post-Dispatch*, to found also a graduate school of journalism at Columbia University, Dilliard pointed out that while Pulitzer believed a journalism school should furnish "technical and professional instruction," he also held that the instruction "should provide ample opportunity to explore the best in style, literature, law, history, sociology, economics, government, the arts and other subjects."

As journalism schools grew more numerous, Dilliard continued, "competition in 'shop' courses got under way. The result was a headlong rush on the side of techniques. . . . Some schools are beginning to pull themselves back. By and large, they still have a long way to go." He added:

"They should quit trying to outdo each other in the number of 'professional' courses. They should tighten up the instruction they offer. . . . Above all, they should not sterilize the prospective newspaper writer or editor out of the university community, which is precisely what has happened in too many cases. Nothing will take the place of a well-rounded education."

In similar vein, Douglas C. Martin, former managing editor of the Detroit *Free Press* now teaching at the University of Arizona, polled a number of editors on what they would emphasize in instructing young journalists. The editors, as quoted by the *Editor & Publisher*, appeared to favor a liberal program.

Turner Catledge of the New York *Times* asked for "history, history, history." Paul Bellamy of the Cleveland *Plain Dealer* spoke of "humbleness and patience," certainly traits of liberal scholarship. Said Neil H. Swanson of the Baltimore *Sun*: "I would do my damndest to make them think in terms of people, people, people."

THERE must be a wise compromise and *THE QUILL* trusts good journalism teachers will continue to seek it. Sound technical instruction will undoubtedly better equip the natural journalist for his work. No amount of "shop" courses will make a first-rater of the man with little or no real talent.

And of course one of the best reasons for seeking liberal education, whether by way of ancient history or nuclear physics, is the sheer fun of it. The true scholar may hope to improve his income and his manners but he really goes to college, even when he has to wash dishes to manage it, because knowledge beckons as the greatest of adventures.

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Professional Ethics vs. Practice

Suggests Sincerity As Journalist's Code

By TOM WALLACE

I WAS a participant in a panel, at the 1947 convention of Sigma Delta Chi, on "How Can Professional Standards be Attained and Enforced in Journalism?"

That the audience for that panel was smaller than the audience for other panels did not surprise me. I was surprised that so many newspaper men remained for the discussion more than I was surprised that so many of the undergraduates withdrew.

I felt that those who did not remain in the auditorium showed better judgment than those who remained, unless—and that may have been the case—the remaining part of the audience for a previous panel stayed put out of courtesy to participants in the panel.

If by waving a wand I could put working journalists under such a code as that of any learned profession anyone might mention I would use the wand for kindling wood. I shall, as I did at the Sigma Delta Chi convention, say why I feel as I do.

THE newspaper is a business enterprise engaged in daily manufacture and distribution. The newspaper owner is a manufacturer and a merchant.

The term "journalism" is applied usually to a calling in which an overwhelming majority of persons engaged are employees.

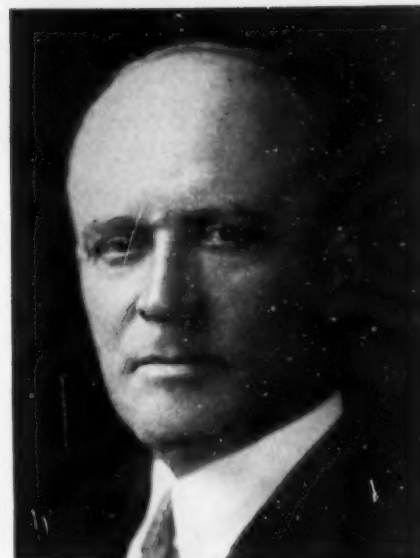
The manufacturer and merchant buys products of many writers who are not members of his staff, and sells those products along with the writing of his employees.

Inasmuch as the owner is the final authority as to how his newspaper shall be conducted, adoption of a code of ethics by employees is a gesture of hired persons in behalf of betterment of the calling.

I was a member of the first ethics committee of the American Society of Newspaper Editors. Other members were William Allen White, Fred Fuller Shedd, editor of *The Philadelphia Bulletin*, Colonel Frank Knox, editor of the *Chicago Daily News* and later Secretary of the Navy, and Colonel Luke Lea, editor of the *Nashville Tennessean*. Anyone old enough to remember personalities of that time will be interested in the make-up of the committee. Nothing we reported had any effect upon the practice of journalism.

WHEN we think of professions most of us think of law and medicine, and perhaps education.

The first allegiance of a lawyer is to his client. It is his duty—I am not criticising lawyers—to win in a civil court the case of a client who may be within his knowledge a scoundrel.



Tom Wallace

The oath of Hippocrates makes the physician loyal primarily to human life—to the needs of his patient—but under the code of his profession he is also loyal to his fellow practitioner. Sometimes that loyalty is exemplified in free masonry which involves deviation from his duties under the oath of Hippocrates.

I have in mind the case of a physician who was charged with having raped a sixteen-year-old patient. He was acquitted, upon testimony of fellow practitioners that the girl had not been raped.

I know nothing of the facts in the case beyond those I have stated. I know that the public believed professional ethics would forbid a physician to testify that a brother physician has in the course of his practice committed a crime. I mention the case not to insinuate that perjury was committed, but to make the point that in some of the learned professions there are intra-professional obligations which may conflict with what should be higher obligations.

There are no such obligations in journalism.

BECAUSE of obstacles I have mentioned I do not know how journalists could establish and enforce professional standards if we mean such standards as govern those who practice law or medicine.

It seems to me that journalism, as a calling, may be elevated, and is being elevated, by such organizations as Sigma Delta Chi, and by other organizations, some of them in the editorial field, some of them in the business field, which results in such discussions as this one, but that it would not be desirable for the practice of journalism to be regulated as medicine and law are regulated.

The practice of statesmanship is not so regulated, and statesmanship is one of the higher callings. Neither Jefferson, who thought well of newspapers as a factor in government, nor Lincoln practiced statesmanship under a professional's code. Nor did any earlier or later statesman among the many whose names are luminous in history.

I believe improvement of the spiritual quality of journalism must be by evolu-

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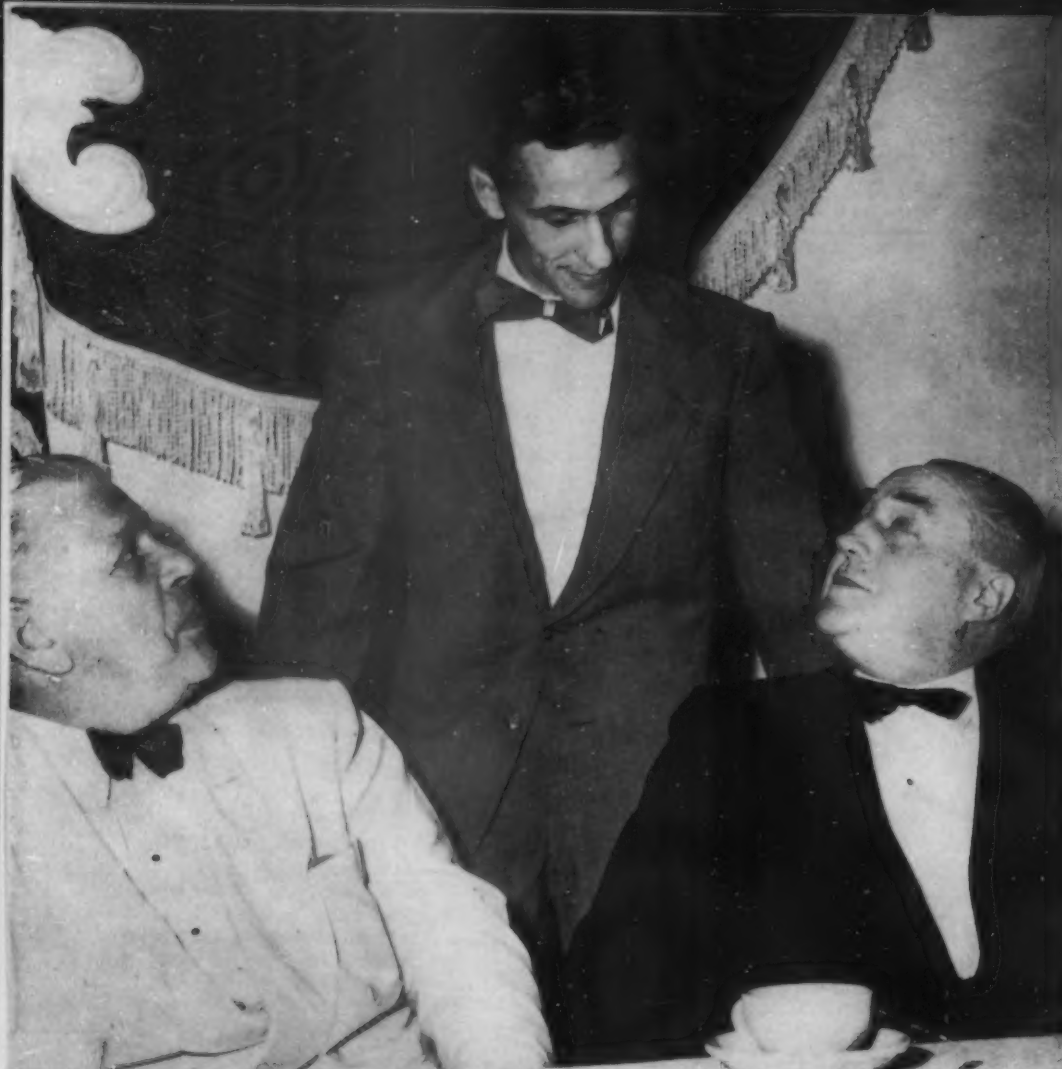
CAN journalism ever establish and enforce professional standards in the sense that physicians and lawyers meet rigid qualifications for practice and are subject to punishment for infraction of their codes?

Tom Wallace, editor of the *Louisville Times* and a leading newspaperman for nearly half a century, doubts it. Nor does he desire it. He suggests, instead, that journalists rely on the simpler code of the true statesman, sincerity, and let evolution continue its course towards a better press.

This forthright declaration will probably meet objections from some working journalists and be mistaken for editorial cynicism by students of the press. Actually Mr. Wallace happens to be a man who has fought all his career for better newspapers as a means of understanding among people and between nations.

He is a leader in the Pan-American Press Congress and an authority on Latin-American relations. The Foreign Correspondents Association of Mexico City made him a life member for "having truly told the story of Mexico." He has circled the globe as a reporter for news syndicates.

A native Kentuckian, Mr. Wallace has worked as reporter and critic on St. Louis and Cincinnati newspapers and has been editor of the *Times* since 1930. He was elected to Sigma Delta Chi by the University of Missouri chapter in 1927. This article follows his participation in a panel on the same subject at the Washington convention of the fraternity.



THREE PRESIDENTS AT MIAMI—President Luther A. Huston of Sigma Delta Chi chats with President Cliff Heinzl (standing) of the new Miami undergraduate chapter and President Bowman F. Ashe (left) of the university.

A NEW undergraduate chapter of Sigma Delta Chi, chartered by the 1947 convention, was installed at the University of Miami January 11 by Luther Huston, national president.

The ceremony, arranged and conducted by the Greater Miami Professional chapter, was attended by top ranking newspaper and radio men of the area. President Bowman F. Ashe and other administrative officials of the University of Miami attended the banquet that followed the initiation.

Ten undergraduates, who organized the Fourth Estate Club at the U. of M. in the 1946-47 school year, were initiated. Cliff Heinzl was installed as president of the new chapter; Marvin Green, vice president; Ed Hauck, secretary, and Dave Kraslow, treasurer.

Other charter members are Lee Evans, Ed Taylor, Howard Eisenberg, Stanley Platkin, Pete Bratiger and Don Cuddy.

THE ceremony and banquet were held in the Surf room of the Roney Plaza hotel at Miami Beach. President Huston paid the Greater Miami Professional chapter a rare compliment. Said he:

"In all my years in Sigma Delta Chi work, I have never attended a more impressive or inspiring ceremony. The rich setting and fine fellowship of your entire program leaves me with a memory I shall cherish always."

Mayor Marcie Liberman of the famed Florida Gold Coast resort city welcomed Sigma Delta Chi's president. He also invited the 1949 national convention to meet there and presented Huston with a bronze key to the city and a police department courtesy card.

President Ashe voiced the University of Miami's gratification over the establishment of an undergraduate chapter in that growing Florida educational institution, when he said:

"We are keenly aware of the great honor Sigma Delta Chi has conferred upon us. And we shall strive to merit the honor more fully than heretofore by promoting the ideals of your great fraternity in our journalism department."

"Since the members of your Greater Miami Professional chapter have taken an active interest in our journalism department, it has matured remarkably. I am especially pleased by the new life and effectiveness which has been injected into our campus newspaper, *The Hurricane*."

INTRODUCING Huston, who was the principal speaker at the banquet, Lee Hills, managing editor of the *Miami Herald* said:

"In Luther Huston, we see the embodiment of the ideals of Sigma Delta Chi. He has added a rich contribution to that inheritance which Sigma Delta Chi claims for the profession of journalism. In him, those of us long in the profession, as well as those of you preparing for your

U. of Miami Chapter Installed

By JOHN T. BILLS

President, Miami Professional
Chapter

careers, can see something of the pattern of our own ideals."

Huston expanded on the tenets of Sigma Delta Chi, applying them to operations of the Washington newspaper corps, where he is manager of the New York *Times* bureau.

"It is my sincere conviction," he said, "that in the 40 years that Sigma Delta Chi has been a force in journalism, the application of its principles by its members has raised the standards of journalism and made it a better profession."

"And by the same token, a better journalism so created and motivated by such ideals has helped make a better government."

"Through you who have been long in the fellowship of Sigma Delta Chi, or who have been newly admitted, the standards of a profession which is vital to the preservation of that way of life which we call democracy can be both raised and preserved. There is no free land where there is no free and honest journalism."

HUSTON was met at International airport by John T. Bills of the *Miami Herald*, president of the professional chapter and Thomas F. Smith, program chairman of the installation and director of the Miami Beach news and convention bureaus. Others in the welcoming party included William T. Glenn of the *Miami Beach Sun-Star*, a founder of Sigma Delta Chi, and the officers of the Fourth Estate club.

On the journey to Miami Beach, Huston and his party were escorted by the police and fire chiefs of the Florida resort city. He was quartered in a suite in the Flamingo Hotel, which nestles in a 15-acre tropical setting on the shore of Biscayne Bay.

Later that night, Huston was entertained on the beachfront patio of another glittering Miami Beach hotel, the Sea Isle.

The next day, he was a luncheon guest of the management of the Gulfstream race track where the third race was named the Luther Huston handicap in his honor. The national president was photographed for the local press with Jockey J. D. Jessop, who rode Dove Shoot, the winner. (Note: Huston had a \$2 bet on an also ran, not the winner.)

The initiation ceremony started at 6 p. m. in the recently opened Surf Room of the Roney Plaza hotel at Miami Beach. The Greater Miami professionals had inveigled the management into barring hundreds of dine and dance customers from the room between 6 and 10:30—on a Saturday night, too. Even the bar was shut down, but only until the initiation was over.



NEW CAMPUS CHAPTER INSTALLED—President Huston presents charter to the new officers of Sigma Delta Chi at the University of Miami. They are, left to right—Ed Hauck, secretary; Cliff Heinzl, president; Dave Kraslow, treasurer, and Marvin Green, vice-president.

AS the banquet ended, Chapter President Bills, who presided, presented Huston with a large woven basket of tropical fruits, jellies and marmalades which was later shipped to his home in Washington.

Sunday morning, Huston attended Miami Beach's Community Church and that afternoon was a guest at the final performance of the Miami All-American Air Maneuvers.

He was guest for dinner of Bills and his wife at a seafood restaurant on the bank of the Miami river, where many of the customers arrive by boat.

Boarding an Eastern Air Lines Constellation for the flight back home, President Huston was heard to remark with what the newspaper writers call a sigh of relief: "Even Washington's Merry-Go-Round was never like this."

Chicago Initiates 9, Names '48 Officers

APPROXIMATELY 100 members of the Headline Club, Chicago professional chapter of Sigma Delta Chi, heard Capt. William C. Eddy, retired regular Naval officer, inventor and director of television station WBKB, dis-

cuss the future of the radio transmitted motion pictures at a dinner held in the Merchants and Manufacturers Club late in January.

Nine professional members were initiated and 1948 officers were elected, headed by Russ Stewart, general manager of the Chicago *Sun and Times*, as president. The initiates included the fraternity's 15,000th member, who happened to be Marshall Field Jr.

Capt. Eddy, who holds more than 100 radio and television patents and during the war trained 86,000 radio and radar men for the services, spoke of the present problems of television operation and gave a frank opinion of its future.

He felt that it would not be a serious rival for the press' regular news following but would be a complementary medium. He added, however, that as a new medium it would undoubtedly compete with others for the advertising dollar.

Professional initiates in addition to Field who is assistant to his father as *Sun and Times* publisher, were Donal Dinwiddie, editor, *Science & Mechanics Magazine*; Herbert Fredman, public relations counsel, Curtis Billings; Jere Hagen, Sunday editor, *Herald-American*; Gerald B. Healey, bureau manager, *International News Service*; Leo Lerner, editor, Caplan-Lerner Community Newspapers; Frank P. Smith,

veterans' editor, *Sun and Times*; Vern Whaley, picture editor, *Herald-American*, and Robert J. Wood, public relations counsel, Carl Byoir & Associates.

William B. Ray, news and special events manager for NBC who had served as president, became chairman of the board. Other new officers are Geo. Gallati, news editor, *INS*, first vice-president; Kenneth Clayton, *Tribune*, second vice-president, and Walter Curtis, Illinois Chamber of Commerce, secretary. Victor E. Bluedorn, executive director of the fraternity, remains as treasurer of the Headline Club.

Ohio State Initiates Six, Plans Chapter

(Picture on Page 13)

SIX outstanding Ohio journalists were initiated as professional members of Sigma Delta Chi by the Ohio State chapter at its first winter meeting. Plans were also launched for the establishment of a new professional chapter at Columbus.

The principal speaker at the dinner which followed the initiation was one of the initiates, Louis B. Seltzer, editor of the *Cleveland Press* and editor-in-chief of

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Montana SDX's Project

Weekly Correspondents' Handbook Wins Acclaim

By CY MOLLOY

SOME call the "Handbook for Weekly Newspaper Correspondents" the answer to a country editor's prayer. Others write to ask for sample copies, guardedly assuring the school of journalism of Montana State University that larger orders will follow . . . if the little 20-page booklet lives up to its promise . . . if it doesn't cost too much.

Certainly John Buzzetti, the author, could not foresee the wide response the handbook would create. Nor could Dean James L. C. Ford, for whose seminar class in journalism it was written as a regular project.

Buzzetti wrote it in his final quarter in the spring of '47. He is studying for his master's degree now at the University of Wisconsin. The task of printing and distributing the handbook falls to the school of journalism and the Montana State Press Association as a joint project.

As secretary of the state press association, W. L. "Din" Alcorn handles the mailing and correspondence connected with the manual. Professor Alcorn is a former country editor himself, and cheerfully accepts the responsibilities entailed in this latest service to his old friends . . . the weekly correspondents.

The dean and Din had the school print shop turn out a limited number of handbooks, and sent them out to Montana publishers and editors. With them went the information that they could obtain additional copies at cost. The statewide response was immediate. Orders for additional copies poured in.

BY this time the summer session had started. Encouraged by the local response, Dean Ford and Din decided to send copies to *Publishers' Auxiliary* and several other trade publications. The publicity received was gratifying. *Publishers' Auxiliary* asked permission to serialize the booklet. Orders and inquiries came in from all sections of the country. The "Handbook for Weekly Newspaper Correspondents" became suddenly a little book which was going places.

About this time a copyright was placed on the booklet to prevent sharpshooters from taking commercial advantage of Buzzetti's work. It was never intended as a money-making proposition, and the price of 35 cents just covers the cost of publication.

Copies have been sent in modest numbers far and wide—from the department of journalism, New York University, to the *Washington News*, Centerville, Calif.; from the *Daily Jefferson County Union*, Fort Atkinson, Wis., to the *Mountain Echo*, Yellville, Ark.

One weekly editor expressed the hope of many of his brethren in these fervent words, "If it carries out the promise of the first installment (in *Publishers' Aux-*



John Buzzetti

iliary), it should prove a Godsend to harassed editors."

OTHERS wrote asking for sample copies. This practice had to be discouraged, however. The printing plant is not set up as a commercial job shop, and the non-profit operation calls for a pay-as-you-go policy.

Envisioning a deluge of orders, the school and state press association decided to hold back temporarily on future mailing lists. The forms were held on the banks until a reasonable estimate of pending orders could be made.

Requests came in for reprint permission. Permission may be granted provided copyright lines are carried on the title page or reverse side of the title page; credit is given the Montana State Press Association and the school of journalism, Montana State University; John Buzzetti's byline is carried and other conditions met. Reprint must be made on a non-profit basis, distribution to be free or limited to cover cost of publication.

Anyone interested in reprinting must write either to the Montana State Press Association or the School of Journalism, Montana State University, Missoula.

FROM the handbook itself:

"Congratulations on your job as correspondent for this newspaper. You were selected because of our confidence in your ability."

"News must be timely. A story isn't worth printing if it is stale. Readers don't want to read about a flood which raged

THIS is one Montana Sigma Delta Chi's story of another's successful project. In his final quarter last Spring, Jack Buzzetti, chapter president, who is now a graduate student at the University of Wisconsin, decided to write a handbook for weekly newspaper correspondents.

The booklet was an immediate success with Montana community editors and gained wider attention when it was reprinted in the *Publishers' Auxiliary*. Requests have poured in to the point of creating a problem for the printing plant of Montana State University's journalism school.

Cy Molloy, the author and Sigma Delta Chi plaque winner, will be graduated from Montana this Spring. An easterner who returned to Montana after serving at Great Falls with the Air Forces during the war, he had attended the University of Connecticut for three years before entering the service. Buzzetti returned to Montana also after three years in the infantry and the Army's division of information and education.

two weeks ago any more than they want to eat a piece of pie which is two weeks old. Keep on your toes and get the news when it happens."

"Consider every person in your community as a potential source of news. This doesn't mean that you will have to contact each person before you write your weekly items . . . that would be impossible."

"The best advice anyone could offer a correspondent would be to make friends of as many people as possible. These friends will pay dividends when it comes to seeking out news items."

"The whole art of writing news is summarized in the following quotation:

"They call writing a matter of inspiration. Bunk! All you have to do is say to yourself, 'Hell's bells! What do I want to say?' And say it!"

"That's pretty sound advice."

" . . . Don't give the neighboring farmer a chance to say, 'Nope! No news around here.' Ask him a leading question such as, 'How are the baby chicks doing?' or 'What do you think about the new road improvements?' This will give your source a chance to talk freely and you will be gaining ground in finding news items."

In such fashion Buzzetti covers the field, considering sources, style, leads, copy, a useful check list, "A Few Don'ts," the set-up at the editorial office, and summarize the 20-page handbook in these simple words.

"Refer to this handbook for ideas and guidance. It isn't meant to be a complicated or complete rule book—it was designed to help you in your work. If this booklet aids you in any way, it will have served its purpose."



EX-G.I.S EXAMINE PYLE MEMENTOES—Six veterans who are recipients of the 1947-8 scholarship awards in memory of the famed war reporter look over bust and portrait of Ernie Pyle at Indiana University. Left to right—Carl B. Foster, Robert E. Thompson, Alfred Burlingame, Jackson B. Pressly, John C. Haberman and Lee Hirsch.

Ernie Pyle Scholars

Living Memorial To G.I. Reporter By LAWRENCE WHEELER

THREE years ago in April Ernie Pyle died on the island of Ie when a Jap sniper found a target in the little man who had been the G.I.'s friend in a dozen battle areas. His true memorial is in the hearts of the thousands who had seen and talked to him and the thousands more who knew him from his writings as a correspondent who lived with fighting men.

A tangible evidence of the respect and affection that was his has grown at Indiana University into a memorial which goes on serving the veteran as Ernie served the men in combat. Within days after his death had been the basis for heavy headlines and thousands of words of copy, his friends created the Ernie Pyle Memorial Fund which, before long, amounted to \$50,000.

This money was placed with the Indiana University Foundation so that the interest earned on the money might be used for scholarships in the department of journalism there and for Ernie Pyle Memorial lectureships.

GIFTS to his Alma Mater in memory of Ernie Pyle (Indiana '21) are being used to aid journalism students at Indiana University and to bring lecturers to the campus.

The story of the memorial fund is told by Lawrence Wheeler, secretary of the Ernie Pyle Memorial Committee and executive director of the Indiana University Foundation which administers the fund. He is a 1920 initiate of Sigma Delta Chi at Bloomington.

Already thirteen men and women, all veterans, have been designated Ernie Pyle Scholars at Indiana University. Additional scholars will be named each year. For the time being the applicants must be veterans but, later, other students of exceptional ability will be eligible for the awards. Residents of eight states, from California to New Jersey, have been honored.

HAL BOYLE, friend and co-worker with Ernie, was the first Ernie Pyle lecturer. He spent a week on the Indiana campus, early in 1947. Other eminent newspaper men will be brought to Bloomington under the lectureship.

The Ernie Pyle scholars have been Carl B. Foster, LaPorte, Ind.; Jackson B. Pressley, Marion, Ind.; Robert E. Thompson, Los Angeles, Cal.; John C. Haberman, Etna, Pa.; Alfred Wise Burlingame, Cambridge, N. J.; Lee Hirsch, Trenton, N. J.; James Thompson, Chicago; Macie I. Broide, Burlington, Vermont; Homer Murray, Bluffton, Ind.; Clifford Ellis, Hartford City, Ind.; Miss Norma Abbott, Anderson, Ind.; Joseph E. Gingery and Ed Sovola, Indianapolis.

The national committee which created the Ernie Pyle Memorial was headed by James S. Adams of New York, friend and classmate of Ernie, and included many of the leading publishers and writers of the country. As a result of the committee's activities many additions have been made to the memorial collection.

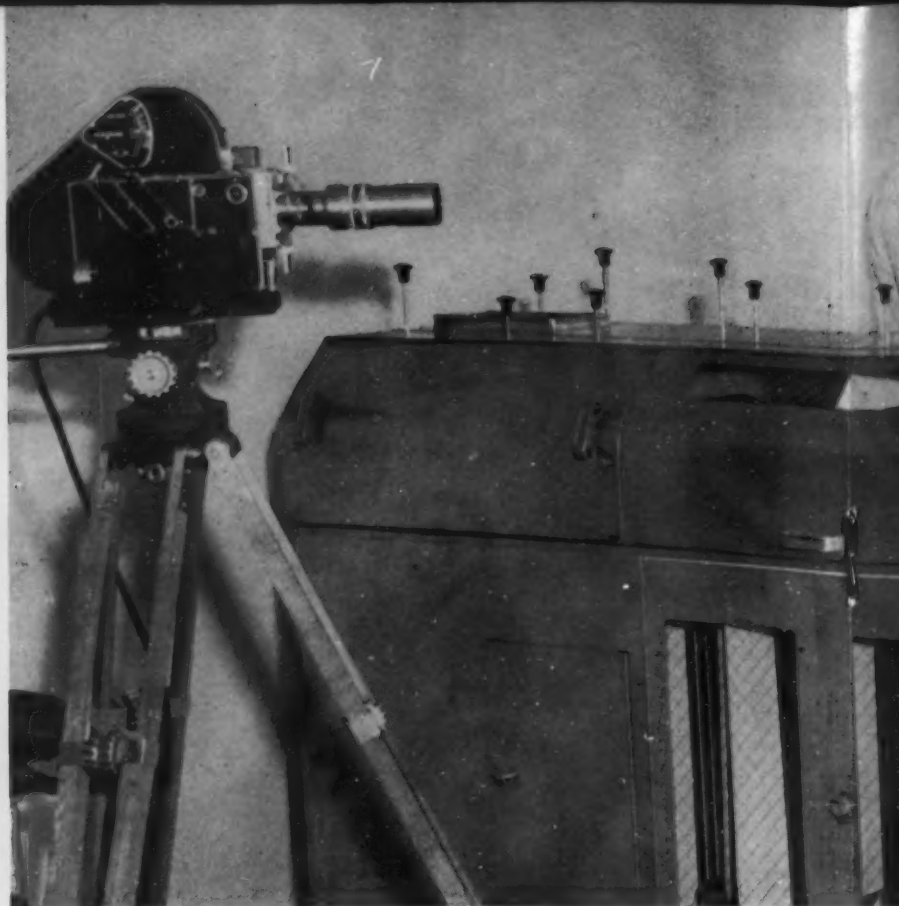
Roy W. Howard arranged to have a bust of Ernie by Jo Davidson given to Indiana. Ernie's award for distinguished war correspondence from Sigma Delta Chi is included. The War and Navy Departments added hundreds of photographs made of Ernie throughout the world to the collection.

ERNIE'S personal library, more than 700 volumes, was sent to Indiana from New Mexico. More than half of the books bear his signature or an inscription from the author. Each Ernie Pyle

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VOICE OF TELEVISION—Wally Sheldon who "edits" a daily newsreel and then writes and speaks a running commentary.



NEWS FILM SPEEDED TOWARD RADIO SCREEN—Harry Krause (at the left) and Harry Hodgman, laboratory technician, operate high speed developing by the Philadelphia Inquirer, televises spot news each evening.

Revolution in Philadelphia

Newspaper Uses All Media From Radio to Television

By Richard A. Thornburgh

THE metropolitan newspaper business is in the midst of a revolution.

It's a rather quiet upheaval and pleasant, not painful. For us at the Philadelphia *Inquirer* it started in 1945 and at the time few of us had any idea of the possibilities which were being opened up.

On a September afternoon in 1945 the *Inquirer's* editor and publisher, Walter Annenberg, called a few executives into his office and with a smile asked us whether we thought radio was here to stay. We knew he had something up his sleeve and just grinned.

"The *Inquirer* has purchased, subject to FCC approval, Station WFIL," Mr. Annenberg said. "You may announce it in tomorrow's paper."

Our knowledge of radio amounted to a dislike of singing commercials and listening to hit programs when they happened to coincide with our time off. We soon learned, however, that while the newspaper and the radio station were separate operations they had a lot in common and coordination of efforts was the only way to accomplish maximum results.

Naturally from the newspaper angle our first concern was to improve the news coverage given by the radio station. It seemed, at the time, like a simple problem and yet it took weeks of liaison work and several different approaches to get a smooth operating system.

Telegraphic and cable news was already in the hands of the radio station through its various wire service printer machines but we were anxious to get local news "on the air" with speed and accuracy. It became obvious that the city editor and his assistants couldn't be expected to slow down their work of getting the news into the *Inquirer* to "take care of" WFIL.

Finally we arranged for a radio reporter to make his headquarters in our local room and to get carbon copies of stories as they were written. He would then condense them for radio use and send them by a special leased wire to the radio station.

That phase actually was a minor detail. Others among the newspaper executives in the news, advertising and promotion departments were having to change

their thinking and to gear it into a double track including newspaper and radio operation.

Under the direction of Roger Clipp, WFIL general manager, the radio station forged ahead and its internal workings were no concern of ours. Similarly the *Inquirer* continued to grow in circulation and stature.

BUT between the two it was necessary to build a closer cooperation for their mutual benefit. This became increasingly apparent when the *Inquirer* and WFIL entered the fields of facsimile and television.

Modern science has brought the news-

IN the beginning many newspaper men took radio as an allied medium of communication.

Richard Thornburgh points out, publishers typing in facsimile and television with newspaper.

He is assistant managing editor of the Philadelphia newspaper which in a little more than two years of its own and gone on to pioneer in both radio and televising of the news. He describes it as a new and error played their usual role in human progress.

Like so many newspapermen, he is another for the *Palladium* and the *Item* in his native Indiana and Ohio he joined the *Pullman* in 1923. Before and after its merger with the *Item* he ranks to city and then assistant managing editor and coordinator between the newspaper and its radio station.

A professional member of Sigma Delta chapter, he lists his hobby as still and motion picture photography. Other newspapermen looking for more order in their lives find in real life, he goes home to read detective stories.



use (at the phone), chief of the motion picture unit of Station WFIL-TV, developing machine for television newsreel film. The station, owned



TELEVISION EDITOR AT WORK—Kenneth W. Stowman, WFIL staff member who became director of television, looks over news film.

paper and radio professions new opportunities and alert publishers are adopting them into their scheme of operations. Not only are these scientific marvels of today being used as aids in improving newspapers but they are being explored and developed for their value in their own fields.

There's no doubt that when radio first came into being as a practical means of communication and entertainment and as a source of profit, many newspaper men sneered at it as a "toy" and instead of embracing it as an allied industry, let it slip away from them.

The present generation in the publishing business has learned from past experience and that's why television and fac-

simile are being developed principally as newspaper-owned operations.

This background is included because it is pertinent to show the importance of the present revolution which is being accomplished with benefits for both radio and newspapers, but the principal purpose of this article is to give readers of *THE QUILL* an idea of how we are using facsimile and television as a tie-up with the newspaper.

OUR interest and research in facsimile goes back to 1939 when, cooperating with the Radio Corporation of America in Camden, N. J., a first page of the *Inquirer* was sent by radio from the Camden laboratories to Philadelphia.

Facsimile, as most of you know, permits the transmission, over radio waves, of pictures or printed matter so that it is received with only a minor loss of quality. Its operation is similar to that of wire-photo machines used by AP Wirephoto and Acme Telephoto except that the latter are sent over wires. After this experimental transmission the war stopped public development of facsimile but early in 1947 the *Inquirer* obtained a transmitter or scanner and several receiving sets.

A separate division of WFIL was set up with Merrill Pannitt as director and a week-long demonstration was given. Afternoon editions were prepared and transmitted to various parts of the city. They included many regular *Inquirer* features as well as special picture and news pages.

Other demonstrations were held in connection with the American Broadcasters' Association convention in Atlantic City and recently the *Inquirer's* facsimile edition has become a regular daily effort. The staff included a news editor, two artists, two typists who use the electromatic typewriter, a copy boy and the scanner operator.

From our experience up to this time facsimile has definite possibilities in the field of promotion for the newspapers and plans are being made to experiment with it in special fields of marketing reports, banking, and for news flash material.

An illustrated booklet covering the facsimile operation in detail is available to those writing to the promotion department of the Philadelphia *Inquirer*.

If we had gone through a process of learning a new language when we delved into radio and facsimile all of the newspaper men involved really had to "learn from the bottom up" when WFIL went into a television operation.

Plans were underway for months before even a definite date could be fixed for a T-V opening. Once more, from our standpoint at the *Inquirer*, it was news presentation which interested us most but the question was how to do the job.

Kenneth W. Stowman of the WFIL staff was named director of the television division and scores of ideas were studied, tried and rejected. We wanted to give the public speedy coverage of news but at the same time we wanted something out of the ordinary.

Finally we decided definitely that the only practical presentation would be a regular daily newsreel with as many "spot" motion pictures as possible. Frank Johnston, chief photographer of the *Inquirer*, an expert in still and motion picture camera work, was called in as advisor.

Harry Krause, a specialist in motion picture work and also a radio expert, was named to head the motion picture division. Technicians were hired and a regular motion picture laboratory was set up with quick developing equipment which would

[Continued on next page]

per men failed to recognize the importance of communication. It got away from them. Today, publishers have learned their lesson and are with newspaper operation.

of the Philadelphia *Inquirer*, major metropolitan more than two years has acquired a radio station in both facsimile transmission of a paper describes it as a pleasant revolution in which trial in human progress.

is another Hoosier who first covered a story his native Richmond, Ind. After working elsewhere the Public Ledger staff in Philadelphia in with the *Inquirer* he worked up through the managing editor. In his present post he is per and its Station WFIL.

gamma Delta Chi, elected by the Penn State all and motion picture photography. And like more orderly explanations of things than they read detective stories.

Television

[Continued from Page 9]

permit "spot" news coverage.

Being in the habit of getting news into the paper quickly we determined that today's movies of news should be presented to the television audience within a few hours. We had "dry runs" for a week prior to the opening of the television station in September last year.

An elaborate program was arranged for the opening night with the Mayor of Philadelphia speaking and other "live" features from the studio. That afternoon the Philadelphia Eagles-Chicago Bears professional football game, under auspices of the Inquirer Charities, was televised.

But to many of us the "feature" of the night program was our television newsreel. It opened with a sound recording of the big chimes in the Inquirer Building tower and by chance that morning there had been a serious wreck in the 30th Street yards of the Pennsylvania Railroad which our movie cameramen covered. That news story in motion pictures, along with a couple of others and pictures of headlines from the early editions of the newspaper, made it an auspicious beginning.

THE details of the preparation of the newsreel each day are simple. The motion picture division is set up and operates from rooms near the city desk and photographic departments of the *Inquirer*. Three photographers take assignments and go out on jobs just as do the still men of any newspaper.

As fast as they bring in their films they are put through the quick developing machine and then assembled and edited by Wally Sheldon, the commentator who is "the voice" of the newsreel. After his fifteen minute newsreel is finally spliced together and screened he writes his commentary. At 8 p. m. each night it goes on the air for the television audience.

Behind that simple outline, however, is a story of headaches and heartaches, errors of omission and commission and improvements which came only through the hard road of experience. It soon became apparent that sound equipment must be used for some news events and it was purchased. Developers first used didn't give quality film and in some cases actually ruined whole stories the men had spent hours arranging and photographing. Transmitters didn't always function just right.

But, like any new venture, it was trial and error for all of us. During the year representatives of a dozen newspaper-owned television stations met in Chicago and discussed their mutual problems. Growing out of that series of meetings came better cooperation on the newsreel programs.

THERE now is being set up an exchange system for television newsreel film between Philadelphia, New York, Cleveland, Detroit, Chicago, Baltimore and Washington and this will be extended to other cities.

This exchange service makes available ten-minutes of highlight news from each city each week. In addition to this, news of national importance will be exchanged between these cities on a day-to-day basis. WFIL-TV also is arranging for films from



AUTHOR AT HIS DESK—Richard A. Thornburgh, assistant managing editor of the Philadelphia Inquirer, coordinates newspaper and radio station which has most recently branched into television. The ax on the wall is not for unwelcome visitors but a souvenir of his rank as an honorary deputy fire chief.

Europe, Asia, South America and Africa.

During the coming Republican and Democratic conventions in Philadelphia WFIL-TV, in cooperation with other television stations, will supply daily "packages" of film to other cities not on the East Coast coaxial cable and radio relay link. There will be "live" televising for Philadelphia, New York, Baltimore, Washington and possibly Boston with other cities getting news sound films.

Copying machines and other equipment is being set up so that stations as far west as Chicago will get film of day sessions in time for televising at night and West Coast cities for use the next day.

ASIDE from the newsreel angle of television, which now has been proved a practical reality, the *Inquirer* is playing a big part in providing feature programs.

The Philadelphia Inquirer Charities was set up several years ago to operate various sporting and entertainment events, with proceeds going entire to recognized charities. These events, and some sponsored by the *Inquirer* itself, now furnish a good subject for television programs.

There are amateur boxing tournaments in the spring; a national golf tournament; a music festival attended by 80,000 people; tennis tournaments; an indoor track meet; a professional football game, attracting a crowd of nearly 100,000; basketball and ice hockey games and a fashion festival which runs at a local theatre as a

musical fantasy and style show for a week.

An indoor arena in West Philadelphia is now owned and operated as part of the coordinated program and in addition to basketball and ice hockey is the scene of several ice shows which furnish perfect material for television programs. Book luncheons sponsored by the *Inquirer* and its literary editor, David Appel, are televised.

Recently the *Inquirer* acquired the Philadelphia Forum under whose auspices lecturers, musicians and musical organizations have been presented to Philadelphia audiences for more than a quarter century. These are to be televised.

Each month medals and checks are given to heroes of the police and fire bureaus of the city and the Fairmount Park Guards. These ceremonies, usually held in the mayor's reception room, are televised.

For the children, there are annual marbles tournaments, sing-fests, playground athletic events and each Sunday the newspaper's comics are read and shown to the children on television.

A far cry, you may say, from the old fashioned business of "getting out the paper" but it adds up to what Walter Annenberg, *Inquirer* editor and publisher and actual directing genius behind all of these projects, considers "service." His wishes are not only to give the public the best possible newspaper but also give them something extra all the time, if it will be a service to the public.

Makes Gift Of Historic Newspapers

A COLLECTION of 975 historic and rare newspapers has been presented to Stanford University by James Wright Brown of New York, owner of *Editor & Publisher* and former national honorary president of Sigma Delta Chi.

To be known as the James Wright Brown Journalistic Collection, the newspapers range from colonial and early American to unusual contemporary issues such as special editions and papers published during storms, floods, or other crises.

Dr. Nathan van Patten, professor of bibliography who obtained the collection for Stanford, said that the new collection brings Stanford to first rank in newspaper holdings among American libraries.

Last year Stanford secured a collection of 45,000 colonial and early American newspapers. This collection was purchased partly with university funds and partly through a substantial contribution from the then Superior Court Judge Elmer E. Robinson of San Francisco, the city's new mayor.

IN addition to American and Canadian papers, the collection contains British, European, Latin American and Japanese specimens.

The most valuable single item in the Brown collection is one of two existing perfect files of War against War, a chronicle of the International Crusade of Peace, edited by the great British journalist William T. Stead and published in London in 1899. The only other existing perfect copy is in the British Museum.

The earliest English newspapers in the collection are a file dating from 1665 of the *London Gazette*, first newspaper published in England, including 26 numbers issued from Oxford where Charles II and his court took refuge to avoid the plague which was raging in London.

American newspapers in the collection include examples from most of the states in the Union.

Among "disaster" issues are those of September, 1900, of the *Galveston Daily News* and the *Houston Chronicle*, reporting the flood and tidal wave which claimed 6000 lives in the Texas city; a copy of the Tallahassee (Fla.) *Daily Democrat* of October 7, 1941, put out on a mimeograph during a hurricane; the *New York Evening Post* of March 13, 1888, which appeared during the Great Blizzard, and the *Portsmouth (Ohio) Times* of January 28 and 29 and February 3, 1937, published during floods.

A MERICAN history is found in day-to-day news accounts in the colonial and Early American newspapers in the collection, which includes a bound volume of the *Boston Chronicle* for the year 1768; eleven issues of the *Boston Centinel* from the period 1786-89, and early issues of the *Boston Gazette* and *Boston Daily Globe*.

Contemporary accounts of the Civil War are given in issues of the *Washington Daily Chronicle*, the *Atlanta Daily Intel-*

THE QUILL for February, 1948



FOR DISTINGUISHED SERVICE TO JOURNALISM—Allen Stout (left) receives the medallion and certificate of Sigma Delta Chi for the best radio news reporting of 1946 from John Fulton (right) of the Atlanta professional chapter. Center—Al B. Richardson, chapter president.

A LLEN STOUT of Station WROL, Knoxville, Tenn., was presented with the Sigma Delta award he won for the best radio reporting in 1946 at a dinner given recently by the Atlanta professional chapter of the fraternity. Fifty members, including undergraduates at Emory University, attended the meeting at the Capital City Club.

Allen was selected for his outstanding job of on-the-spot broadcasting of the pitched battle between war veterans and county machine politicians after an election at Athens, Tenn., a news story that made front pages and top radio news

across the country. Judges of the Sigma Delta Chi award commented that his broadcast "showed how radio can perform an important public service."

A 15-minute recording of the presentation ceremony at Atlanta was made by Station WGST and rebroadcast. The recording was later presented to Allen who told the dinner audience of the political events that led to the shooting battle and his broadcast at the scene.

Medallion and certificate were presented, on behalf of the national fraternity, by John Fulton, manager of Station WGST and chairman of the chapter's radio committee.

ligencer, the *Mobile Daily News* (in an issue believed to be unique which was published during the breakup of the Confederacy), and in such newspapers as the *Chicago Tribune*, the *New York Times*, and the *New York Morning World*.

Newspapers in the collection which were published under unusual conditions include five numbers of *New York* newspapers put out in a single edition under a combined masthead during a pressman's strike in September of 1923.

Dr. van Patten pointed out that newspapers are basic material for research in history, political science, economics, and many other fields. The unusual papers in this collection will be of particular value to the Stanford journalism division.

Among featured speakers scheduled for the program of the 20th Annual Georgia Press Institute this month were Hodding Carter, crusading editor of the *Greenville,*

(Miss.) *Delta Democrat-Times* whose battles against such political figures as Theodore Bilbo and Huey Long helped win him a Pulitzer prize, and Pierre J. Huss, top *International News Service* diplomatic correspondent, author and magazine writer. The Institute is sponsored by the Henry W. Grady school of journalism at the University of Georgia and by the Georgia Press Association.

Ralph R. Lashbrook (Kansas State '28), head of the journalism department at Kansas State College, was reelected chairman of the council on standards of the American Association of Schools and Departments of Journalism at a recent meeting in Philadelphia. As chairman of this council, Lashbrook will continue to serve on the American Council on Education for Journalism. This council is conducting a nation-wide accrediting program for schools and departments of journalism in American colleges and universities.



DONNING frilly aprons and silly grins, Sigma Delta Chis at Iowa State College, trouped en masse to the Alpha Delta Pi sorority house and served a roast goose dinner complete with stuffing, nonsense, singing waiters and all the trimmings.

The dinner was the result of the most successful sales contest the chapter had staged in many years for the *Green Gander*, humor magazine it jointly sponsors with Theta Sigma Phi.

The *Gander* is not difficult to sell, but the problem that confronts the staff every issue is even distribution on the campus and in residence houses. Contests had been staged before, but offering an attractive prize without draining the treasury was always a major drawback.

So the chapter members put their heads together and came out with what seemed to be an ideal solution.

Two live ganders were purchased several days before the publication date, and were decorated with huge green ribbons. Pledges of Sigma Delta Chi and Theta Sigma Phi were detailed to lead the fowl around the campus, while their tenders wore sandwich boards with large reproductions of the last issue's glamour girl and also a hint as to when to expect the release of the next issue.

A photographer happened to be handy one day when the two ganders spotted the fish pool in front of the Home Economics building and decided to take a swim. The resulting picture wasn't hard to get published in the *Iowa State Daily*, along with one of a series of stories promoting the contest.

Then it was announced that the prize for the sorority and girls' dormitory team selling the most magazines would be a goose dinner, to be served by members of Sigma Delta Chi at any time of day or night they were called upon.

It was also pointed out that their waiters would include the editors of the *Iowa State Daily*, of the *Gander*, and of the *Iowa Agriculturist*, as well as college correspondents of the *Associated Press*, *United Press*, *International News Service* and the *Des Moines Register* and *Tribune*.

The saleswomen reported to the *Gander* office at 7 a. m. and the 5,500 *Ganders* were completely sold out by 11 o'clock, even though there was a constant rain all morning.

O. O. McIntyre, C.L. Knight Named To Hall of Fame

O. O. MCINTYRE, columnist, and Charles L. Knight, late publisher of the *Akron Beacon Journal*, have been nominated to the Ohio Journalism Hall of Fame, the first to be selected since 1942. The Hall of Fame is sponsored by the Ohio State University School of Journalism.

A panel of eight "primary" judges voted on thirteen names to determine the nominees. Formal election was slated to fol-

low after a poll of some 70 Ohio newspapermen, historians and others.

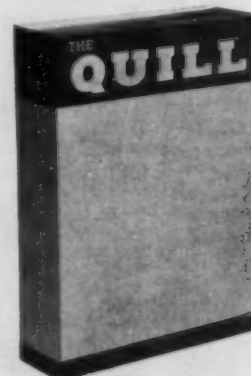
Judges were Paul Bellamy, editor, *Cleveland Plain Dealer*; Louis B. Seltzer, editor, *Cleveland Press*; Roy D. Moore, Canton, *Brush-Moore Newspapers*; Granville Barrere, editor, Hillsboro, O., *News-Herald*; Raymond B. Howard, publisher, *Madison County Press*, London, O.; J. A. Meckstroth, editor, *Ohio State Journal*, Columbus; James M. Cox, publisher, *Dayton News* and other papers, and Arthur C. Johnson Sr., editor, *Columbus Dispatch*.

Principal qualifications for election to the Hall of Fame are that the nominee must have lived or worked in Ohio, must have distinguished himself in some phase of journalism, and at least five years must elapse after his death before his name can be voted on. In 15 previous elections, 41 men have been chosen.

Former Congressman Knight had a long career in editing and publishing. He was born in Georgia in 1867, worked for the *Philadelphia Times* from 1896 to 1900, then became editor and publisher of the *Akron Beacon Journal* and of the *Masillon Independent*. He was the father of John S. Knight, publisher of four newspapers and recent national honorary president of Sigma Delta Chi. The senior Knight died in 1933.

"Odd" McIntyre became a reporter on the *Gallipolis, O., Journal* in 1902 at the age of 18. After working for the *East Liverpool, O., Tribune*, the *Dayton Herald* and the *Cincinnati Post*, he joined the staff of *Hampton's Magazine* in 1912 and the next year became dramatic editor of the old *New York Mail*. His column, "New York Day by Day," was syndicated in more than 500 newspapers at the time of his death in 1938.

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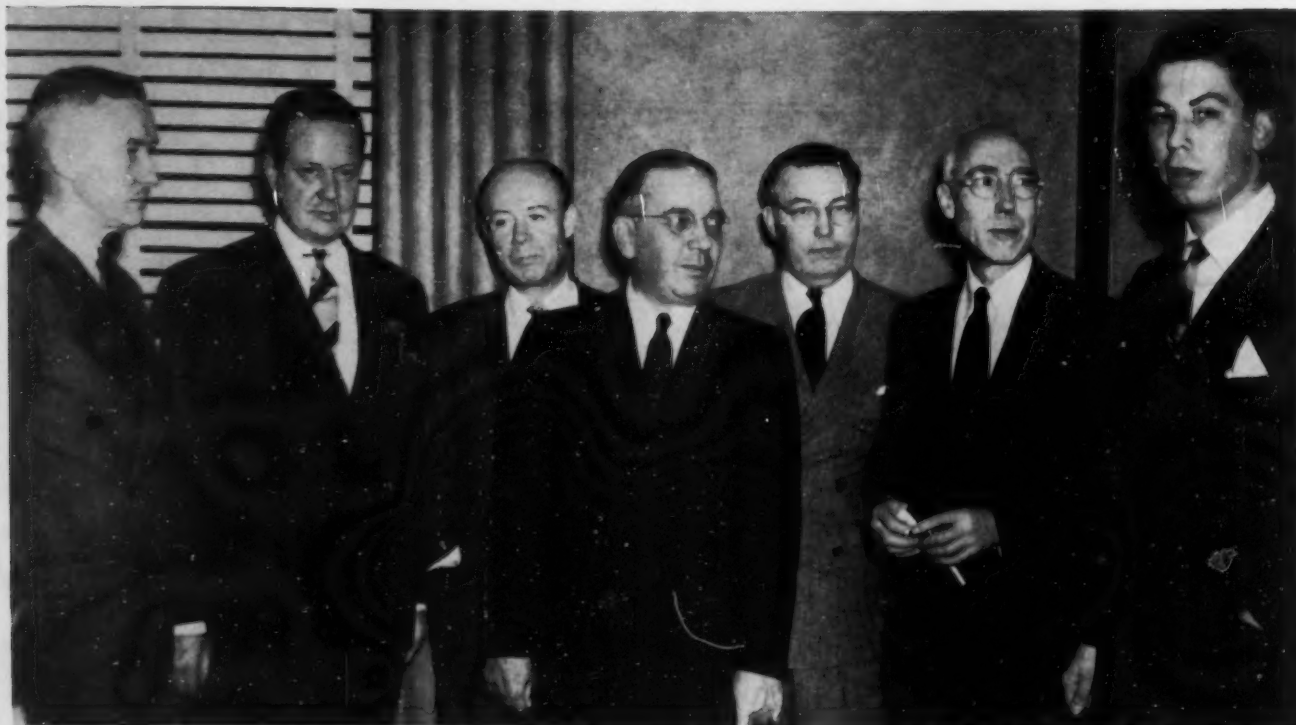


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OHIO JOURNALISTS ELECTED — Six professional members were recently initiated at Ohio State University. Left to right—Charles C. Cummings, managing editor, Ohio State Journal; Joseph K. Vodrey Jr., general manager, Brush-Moore Newspapers; Louis B. Seltzer, editor, Cleveland Press; Herbert Walker, general manager, Newspaper Enterprises Association; Frank Maloy, editor, Lorain Journal; C. T. (Deac) Martin, publisher, Unique Services, and Phil Kaplansky, president, Ohio State chapter.

Tom Wallace

[Concluded from Page 3]

tion which, despite shallow criticism of shallow pates, is in course, and that a system under which stated qualifications would admit an individual to the circle of practitioners under such conditions that his permit could be withdrawn would be unfortunate and unconstructive.

I DO not think journalism should look up to, and be a little brother of, medicine or law, or any other learned profession, and seek, by imitation of those professions to improve itself.

I think each practitioner should set up as standards of his own the highest standard of statesmanship, which is nothing more than sincerity, and that among practitioners that standard is far more prevalent than the public believes it to be.

The morals of journalism are much better in 1947 than they were when I began in 1900, although publishers should scrutinize more carefully than they do the moral quality of canneries they patronize.

The New York World declared, and the St. Louis Post-Dispatch declares, its own code of ethics. It might be well for every newspaper to follow their example. The public then might read the declaration, in each case, and then read the paper and judge its sincerity.

But the most sonorous code of ethics declared by an organization of which newspapers or newspaper editors, or publishers, are members is vain boasting. It governs no paper in the organization and has no value beyond that of the music of the words in which it is expressed.

THE QUILL for February, 1948

THE DENVER POST
BRINGS ITS READERS

A New Insight Into Washington News

BARNET NOVER
Chief of THE DENVER POST'S Washington Bureau

Readers of THE DENVER POST long have enjoyed a ringside seat in the nation's capital . . . have watched history in the making through the eyes of THE DENVER POST'S Washington Bureau.

To bring these readers a clearer, sharper perspective of the world as seen from Washington, THE DENVER POST recently expanded its Washington Bureau . . . appointed Barnet Nover its chief. His addition to THE DENVER POST'S staff is representative of the progressive journalism that makes THE DENVER POST the most widely read and effective newspaper of the Rocky Mountain Empire.

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to make a
Great Newspaper*

Editor and Publisher **PALMER HOYT**

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Nixon Appointed Researcher In Communications

RAYMOND B. NIXON (Minnesota Professional '39), editor of the *Journalism Quarterly* and director of the division of journalism at Emory University, has been appointed visiting professor in journalism and in the Institute of Communications Research at the University of Illinois for 1948-1949.

Dr. Nixon will be the first prominent communications researcher to be brought to the campus under the program of the new Illinois communications research, directed by Wilbur L. Schram (Iowa Professional '44). He will teach courses in the school of journalism and serve as a senior fellow in the institute.

The visiting faculty member has taught and done research in journalism for more than 20 years. From 1917 to 1924 he served as reporter, sports editor, telegraph editor, city editor, and editorial writer for the Tampa (Fla.) *Daily Times*. He has served frequently as special correspondent for the *Atlanta Journal and Constitution*.

Dr. Nixon is the author of three books, "Problems of the Country Weekly," "Public Opinion and the Press," and "Henry W. Grady, Spokesman of the New South," and numerous articles and monographs in the field of communications. He is working now on a history of the *Atlanta Constitution*.

Director of the division of journalism at Emory University since 1940, Dr. Nixon is a member of the accrediting committee of the American Council on Education for Journalism and a member of the executive committee of the American Association of Schools and Departments of Journalism. He will begin his duties at Illinois in the 1948 summer session.

During Dr. Nixon's absence, Prof. Floyd K. Baskette (Wisconsin Professional) will be acting director of the Emory journalism division.

Pyle

[Concluded from Page 7]

Scholar has been presented with a book from the collection as a certification of his award.

Admirers of Ernie from many sections of the country sent files of clippings and scrapbooks of his writings. Miss Mary Bales, "Aunt Mary" of his columns, placed in the collection all his medals and war souvenirs.

The original painting which appeared on the cover of *Time* was given to the Memorial, as was a portrait by Dean Cornwell. The typewriter he carried throughout the war and some original manuscripts of war columns are displayed. One manuscript, in particular, was placed in the collection after it had sold for more than \$10,500,000 in a war bond drive.

Indiana University Sigma Delta Chi's devote an April meeting each year to a memorial service for their fellow member.

The Rev. Joseph M. McKee (Grinnell '29) is chaplain and director of public relations at Shattuck School, Faribault, Minn.



Raymond B. Nixon

John E. Drewry (Georgia Professional), dean of the Henry W. Grady school of journalism at the University of Georgia, has been elected president of the Georgia Alpha chapter of Phi Beta Kappa. A leader in both newspaper and radio journalism, he is author of "Contemporary American Magazines," "Post Biographies of Famous Journalists" and other books. Educated at Georgia and Columbia University, he has taught for twenty-five years and has been Georgia news editor of the *Associated Press*.

Veteran Publisher Dies in N. Dakota

MARK I. FORKNER, veteran North Dakota weekly newspaper publisher and professional member of Sigma Delta Chi, died of a heart attack in his home at Bismarck, N. D., last month. He was 67.

Mr. Forkner, who has retired as active publisher of the *Cavalier County Republican* at Langdon, N. D., was initiated into Sigma Delta Chi by the North Dakota chapter in 1927.

He was chairman of the state board of administration, in charge of North Dakota institutions. He had served the North Dakota Press Association as president or secretary for 25 years.

He had published the *Republican* from 1912 until 1939, retiring in favor of his son, Dick, and Edward J. Franta (N. D. '27).

Harry S. Shubart, (Colorado '30), former Chicago and Detroit newspaperman, magazine editor and publicist, has resigned as advertising manager of Shwayder Brothers, furniture and luggage manufacturers, to devote his full time to his Denver public relations agency. During the war, as an Air Forces major, he launched *Plane Facts*, the pocket magazine that helped teach Uncle Sam's airplane mechanics how to keep 'em flying. He is author of several *QUILL* articles and lectures on public relations for the University of Colorado.

QUIZ for QUILL READERS

Question: Can Sigma Delta Chi help me find a job?

Answer: It certainly can! The Personnel Bureau of SDX has been operating continuously since 1925 on a nation-wide basis as a selective placement service for members of Sigma Delta Chi. Write for a registration blank.

Question: I have a vacancy on my staff. Can SDX help me fill it?

Answer: Yes! We have applications on file from all parts of the country, from men educated, competent and experienced. Whether you need a newspaper man, magazine man, advertising man or publicity—in any capacity from the top down—get in touch with the Personnel Bureau.

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another Sigma Delta Chi service

Victor E. Bluedorn, Director

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Chapters

[Continued from Page 5]

Scripps-Howard newspapers in Ohio. The dinner was attended by 70 members.

Other initiates were Herbert Walker, general manager of Newspapers Enterprises Association, Cleveland; Frank Malloy, editor of the *Lorain Journal* and past president of the Ohio AP Editors; C. T. (Deac) Martin, publisher of *Unique Services* and contributor to the *QUILL*, Cleveland; Joseph K. Vodrey Jr., vice president and general manager of Brush-Moore Newspapers, Inc., Canton, and Charles C. Cummings, managing editor of the *Ohio State Journal*, Columbus.

Phil Kaplansky, president of the Ohio State chapter, presided at the dinner and the business meeting which followed. Kaplansky presented a detailed report of the Washington convention and led a forum, discussing Sigma Delta Chi's future in Columbus, which developed plans for a new professional chapter in the Ohio capital.

Detroit Hears CBS Commentator on Russ

A FRANK, revealing appraisal of the Russian situation was made by Bill Downs (Kansas '36) former war correspondent and now labor-industrial commentator for the Columbia Broadcasting System, in an off-the-record talk before members and guests of the Detroit professional chapter January 20.

Downs told of blind censorship and other frustrations in news coverage efforts at Moscow, where he represented CBS for a year during World War II. Later, he covered war news in Europe and the Pacific, then witnessed the postwar atom bomb tests and made a backtracking trip to Europe before taking over his present assignment three months ago.

Now stationed in Detroit, Downs worked for the *United Press* in Kansas City, Detroit, New York and London before joining CBS in 1942.

Plans now are underway for initiation of new members in the Spring, according to Len Westrate, initiation committee chairman. A special projects committee, headed by Fred A. Huber Jr., is exploring the feasibility of sponsoring a seminar for high school and college journalism students, as a part of the chapter's efforts to become increasingly active.

Since reactivation in April, 1947, the Detroit chapter has established a policy of meeting only when outstanding speakers can be obtained, according to Thoburn Wiant, chapter president. This has resulted in dinner sessions about once every six weeks. Kenneth Russell, Detroit public relations executive, heads the speakers' committee.

David B. Richardson (Indiana '40) is in Frankfurt, Germany, as *Time* and *Life* correspondent for Western Germany, a beat which includes the Ruhr, the Saar, Bavaria and the Nuremberg trials. He had previously served the *Luce* magazines in India and Burma, a field with which he became familiar as a combat correspondent during the war. His last article for *The QUILL* was written from the CBI theater.

THE QUILL for February, 1948



NEWSPAPER, RADIO MEN ELECTED—Four professional members who have been initiated by the University of Wisconsin chapter. Left to right—Arthur E. Kuehlthau, managing editor, West Bend (Wis.) News; Carl H. Adam, Milwaukee bureau, United Press; Robert Taylor, radio news editor, WIBA, Madison, and Jack E. Krueger, radio news editor, WTMJ, Milwaukee. Krueger was presented with a special citation for radio news writing, one of the 1946 Sigma Delta Chi awards.

End the Bother of Annual Payments

Key Club Membership (dues paid for life) \$25.00

The Key Club is for those who wish to pay dues for life in advance. If you prefer to pay installments, send \$5.00 now and we will bill you for \$5.00 each six months. When full amount is paid (end of two years under installment plan) you will receive a special gold Key Club Key. You receive a Key Club membership card immediately. (The Key Club fee is not to be confused with the National Membership (initiation) fee, which makes one a member for life, but does not exempt him from annual dues.)

Life Subscriber (life subscription to *The QUILL*) \$20.00

If you prefer to pay installments, send \$5.00 now and we will bill you for \$5.00 each six months until full amount is paid (end of eighteen months). As a life subscriber you will be billed for \$2.00 annually for dues only, unless you are a Key Club member.

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End future billings entirely by sending your check for \$45.00. If you prefer to pay installments, send \$5.00 now and we will bill you for \$10.00 each six months until full amount is paid (end of 2 years).

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THIRTY days hath September
April, June, and November
All the rest have thirty-one
Excepting February
Which has twenty-eight
And Leap Year brings it twenty-nine.

BEWARE of women
With a gleam in their eyes
Take care of doing
Anything rash
Look before you leap
And you'll never
Have occasion to weep.

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